

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 10/781,649 Confirmation No. : 3459
First Named Inventor : Takaharu ISHIDA
Filed : February 20, 2004
TC/A.U. : 4194
Examiner : Maria Victoria Vanderhorst

Docket No. : 056203.53264US
Customer No. : 23911

Title : Method for Providing Advertising Data, Method for
Distributing Advertising, and On-Board Advertising
System

REPLY

Mail Stop AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following amendments and remarks are respectfully submitted in response to the Office Action dated January 22, 2008. **An extension of the deadline for response to the Office Action is respectfully requested pursuant to 37 C.F.R. § 1.136(a) and the appropriate fee is submitted herewith.**

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 5 of this paper.